



The City of Maricopa Final Community Profile 2007

Prepared & Distributed on September 24, 2007



PAT DAVIS DESIGN GROUP, INC
creative solutions

Table of Contents

Overview of Branding	4
Steps to Date.....	5
Preliminary Results	6
Observations.....	20
Outcomes	23
Schedule.....	27

This report was researched, analyzed and designed by Pat Davis Design Group, Inc. in collaboration with the City of Maricopa. A total count of 3,771 resident questionnaires was collected during the month of July, 2007. This final statistical analysis is based on a count of 3,580 completed questionnaires. The remaining 191 were not accounted for in the analysis due to incorrect completion, incompleteness, or being postmarked past the required end date.

Overview of Branding

Consider Nike as an example of a highly successful brand. Nike has been present for over thirty years and has been successful not only in selling footwear but clothing, accessories, and sports equipment. But what comes to mind when we think of Nike? Most associate Nike with their “swoosh” symbol that appears in their commercials and on each of their products. In many cases, Nike has been able to use the “swoosh” as their only means of identification, often foregoing the use of their actual brand name of Nike. Their “swoosh” is Nike’s brand image. It’s not only Nike’s image that is their brand, Nike also signifies athleticism, high-quality products, and international recognition, all elements of their brand essence.

What is a brand?

A brand is much more than a slogan or a logo - it is a trustmark and a promise. It is what people think about when they see your logo or hear your name. Successful branding is why you think of quality sports equipment when you see a Nike Swoosh. Branding Maricopa requires identifying the qualities that the community desires from the City and the needs they expect it to fulfill, and then developing strategies and substantive services to close any gaps and deliver on the promise. When all is said and done, Maricopa’s brand statement will identify who and what Maricopa stands for, and will distinguish it from other cities in a unique way.

What is the benefit of branding Maricopa?

A successful branding campaign for the City of Maricopa will help to serve the com-

munity by guiding planning and decision making in response to community needs and desires, and advance economic growth by inspiring individuals and businesses to invest in our community. Having an effective brand will reinforce the reasons why people have decided to call Maricopa their home. Creating loyalty through the communication of a strong brand will allow Maricopa to hold onto its historic roots while evolving into a thriving competitor in the global economy.

What are the common steps to building a brand

1. Stakeholder input (data collection)
2. Analysis of preliminary data and key observations
3. Advisory sessions, focus groups, or other public comment sessions
4. Formal organization of data and recommendations for implementation
5. Development of core brand principles (brand attributes, brand promise, etc.)
6. Refinement/alignment of vision, mission, values
7. Creative development of logo/identity elements
8. Application of new identity throughout organization
9. Development of brand management plan
10. Implementation of marketing, communications, and public relations plans
11. Ongoing support and reinforcement of new brand building activities

Steps To Date

Outreach Methods

Public Service Announcement Dispersal:

KFLR FM
KFLT AM
KFNN FM
KMIK FM
8 Clear Channel Radio Stations, both AM and FM

Press Release Dispersal:

KUAT TV Channel 6
KTVK Channel 3 Arizona Family Channel
Maricopa Monitor Community Calendar
Maricopa Connection Community Events online
The Communicator Events Calendar online
KSLX 100.7 FM Community Calendar online
8 Clear Channel Radio Station websites

Posters Dispersal:

Central Arizona College- Maricopa Center
Maricopa City Hall
Maricopa Community Library
Maricopa Department of Public Works
Maricopa Elementary School
Maricopa High School
Maricopa Post Office
Maricopa Wells Middle School
Pima Butte Elementary School
Santa Cruz Elementary School
Santa Rosa Elementary School
Bashas Supermarket
Wells Fargo Bank
Ace Hardware
100 Posters Dispersed by Terri Kingery, Maricopa Chamber of Commerce

Print Advertising:

The Communicator
The Maricopa Monitor
The Maricopa Connection
85239 The Magazine

Internet Banner Advertising:

www.85239.com
www.cityofmaricopa.net

Data Collection Methods

Direct Mailing:

13,988 questionnaires and business reply envelopes sent out to community households.

Telephone Polling:

Telephone polling available to residents within city limits and over the age of eighteen.

Online Polling:

Online questionnaire available at www.maricopamatters.com.

Preliminary Results

At closing, direct mailing experienced a response rate of 26% with 3,580 questionnaires completed. Telephone polling was administered reaching 502 residents who met the criteria to complete the questionnaire. A total of 882 residents completed the online questionnaire.

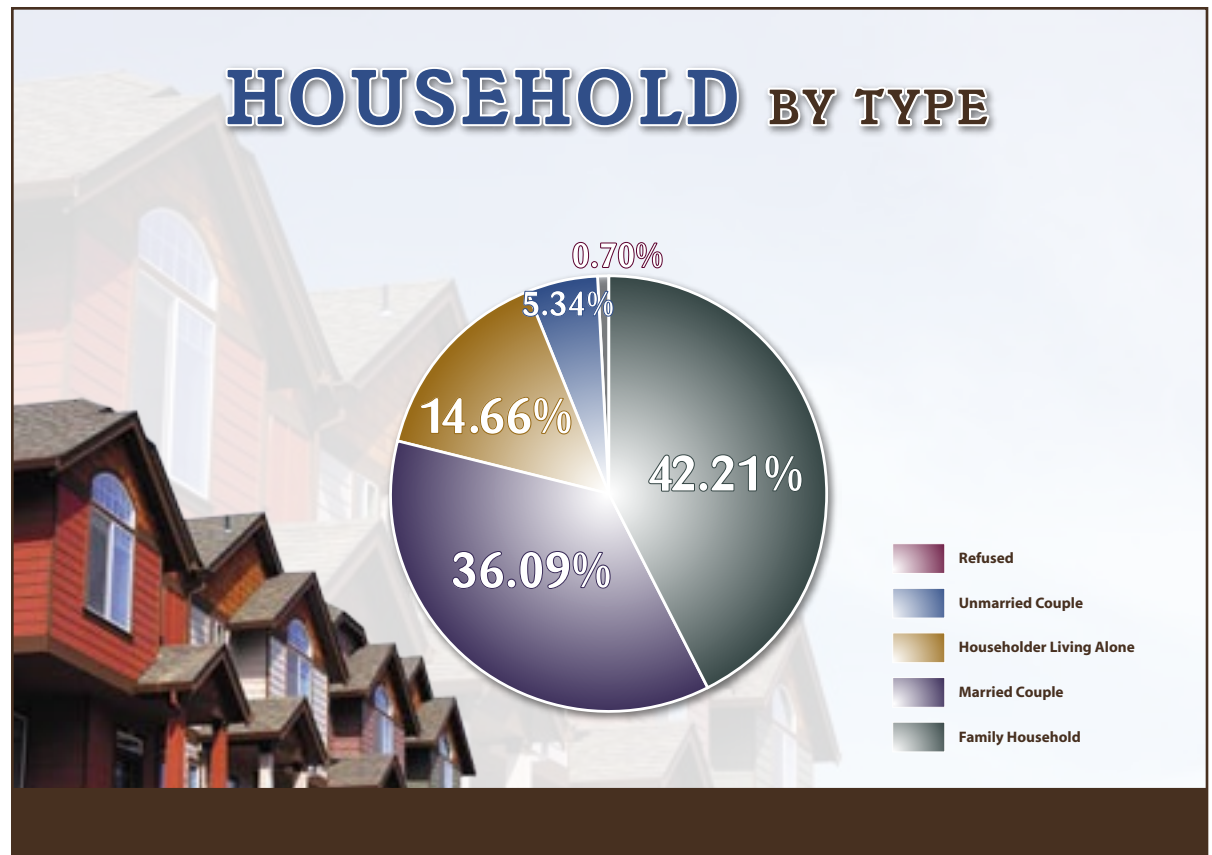
The following are key highlights from the questions that appeared on each of the methods of the data collection.

General Characteristics

Male Respondents		Female Respondents		Refused
41.98%		55.56%		2.46%
Age:				
15-19	20-24	25-34	35-44	45-54
0.20%	7.91%	30.39%	21.98%	16.42%
55-64	65-74	75 and older	Refused	
14.00%	6.40%	1.70%	0.67%	
Race:				
White	Black or African American	Mexican	Other Hispanic or Latino	
78.85%	4.47%	4.69%	3.77%	
Other Asian	American Indian or Alaska Native	Filipino	Chinese	Vietnamese
0.56%	0.92%	1.31%	0.61%	0.53%
Puerto Rican	Other Pacific Islander	Other		
0.39%	0.14%	4.56%		

Household By Type:

Family Household	Married Couple	Householder Living Alone	Unmarried Couple	Refused
42.21%	36.09%	14.66%	5.34%	0.70%

**Preschool Enrollment:**

One	Two	Three	Four	Five
10.56%	1.42%	0.22%	0.36%	<0.10%
Six	None	Refused		
<0.10%	76.64%	10.75%		

Kindergarten Enrollment

One	Two	Three	None	Refused
7.76%	0.14%	<0.10%	80.25%	11.76%

Elementary School Enrollment

One	Two	Three	Four	None
16.59%	8.91%	1.28%	0.42%	63.18%

Refused

9.61%

High School Enrollment

One	Two	Three	None	Refused
9.78%	1.68%	0.39%	76.06%	12.09%

College/ Graduate School Enrollment

One	Two	Three	Four	None
12.04%	2.96%	0.28%	<0.10%	73.16%

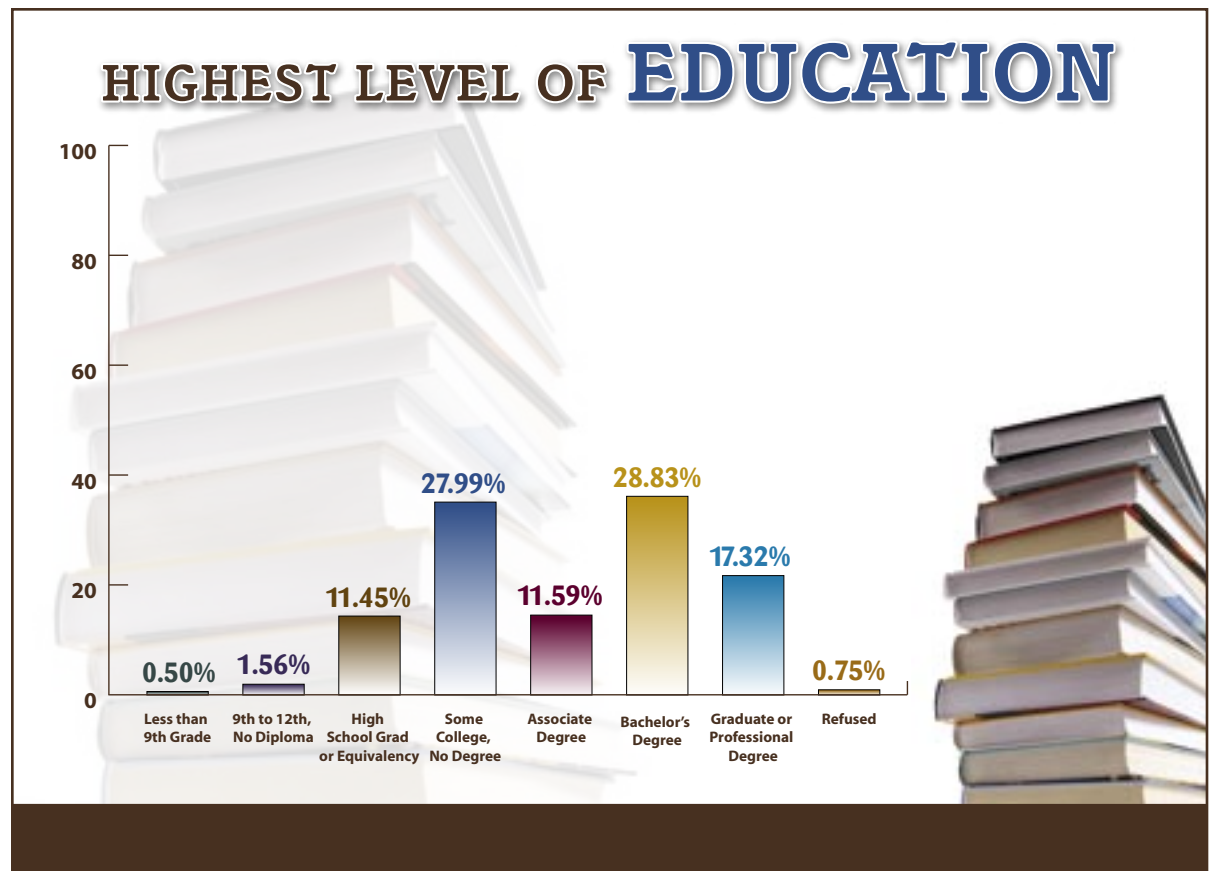
Refused

11.48%

Social Characteristics

Highest Level of Education:

Less than 9th Grade	9th to 12th, no diploma	High School Grad or Equivalency
0.50%	1.56%	11.45%
Some College, no degree	Associate degree	Bachelor's degree
27.99%	11.59%	28.83%
Graduate or Professional degree	Refused	
17.32%	0.75%	



Marital Status:**Never Married**

11.12%

Now Married

64.97%

Separated

0.78%

Widowed

2.71%

Divorced

10.25%

Refused

10.17%

Language Spoken at Home:**English**

95.64%

Spanish

1.37%

**Asian and Pacific
Island Languages**

0.81%

**Other Indo-European
Languages**

0.20%

**Both English and
Spanish**

0.59%

Other

0.78%

Refused

0.61%

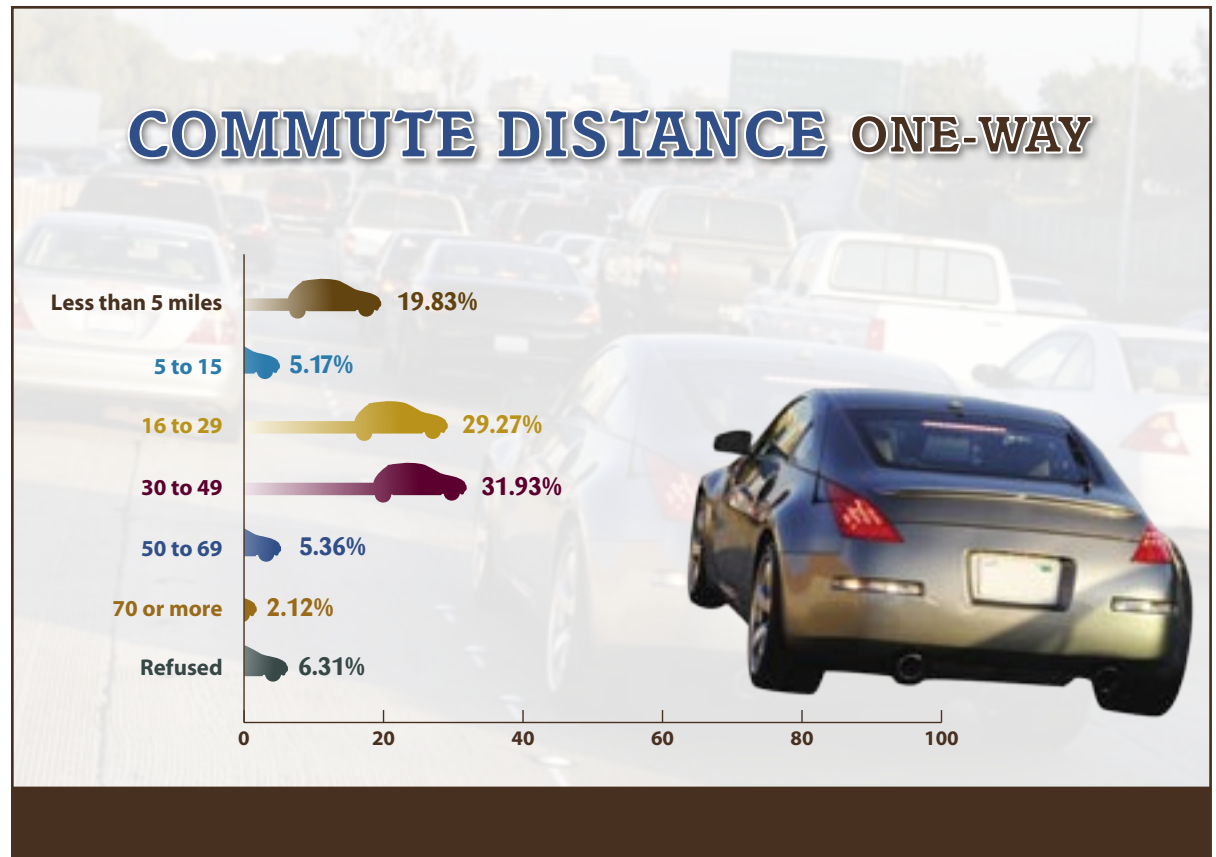
**Spanish speaking individuals were not excluded from this questionnaire. Translators were provided.*



Economic Characteristics

Commute Distance (One Way):

Less than 5 miles	5 to 15 miles	16 to 29 miles	30 to 49 miles
19.83%	5.17%	29.27%	31.93%
50 to 69 miles	70 miles or more	Refused	
5.36%	2.12%	6.31%	



Occupation:

Construction, extraction and maintenance:	6.59%
Engineering:	<0.10%
Sales and office occupations:	14.22%
Farming, fishing, and forestry:	0.31%
Management, professional, and related:	45.78%
Production, transportation, and material moving:	3.85%
Service:	9.64%
Not in labor force:	17.09%
Refused:	2.49%

Industry:

Arts, entertainment, recreation, accommodation, and food services:	2.66%
Agriculture, farming, fishing and forestry:	0.94%
Construction:	5.69%
Education, health and social services:	14.36%
Finance, insurance, and real estate:	11.53%
Information technology:	3.70%
Manufacturing:	7.21%
Other services:	7.60%
Professional, scientific, management, and administrative:	11.96%
Public administration and public services:	4.94%
Retail trade:	5.55%
Transportation, warehousing, and utilities:	4.06%
Wholesale trade:	1.04%
Not in labor force:	13.09%
Refused:	5.65%

Annual Household Income:

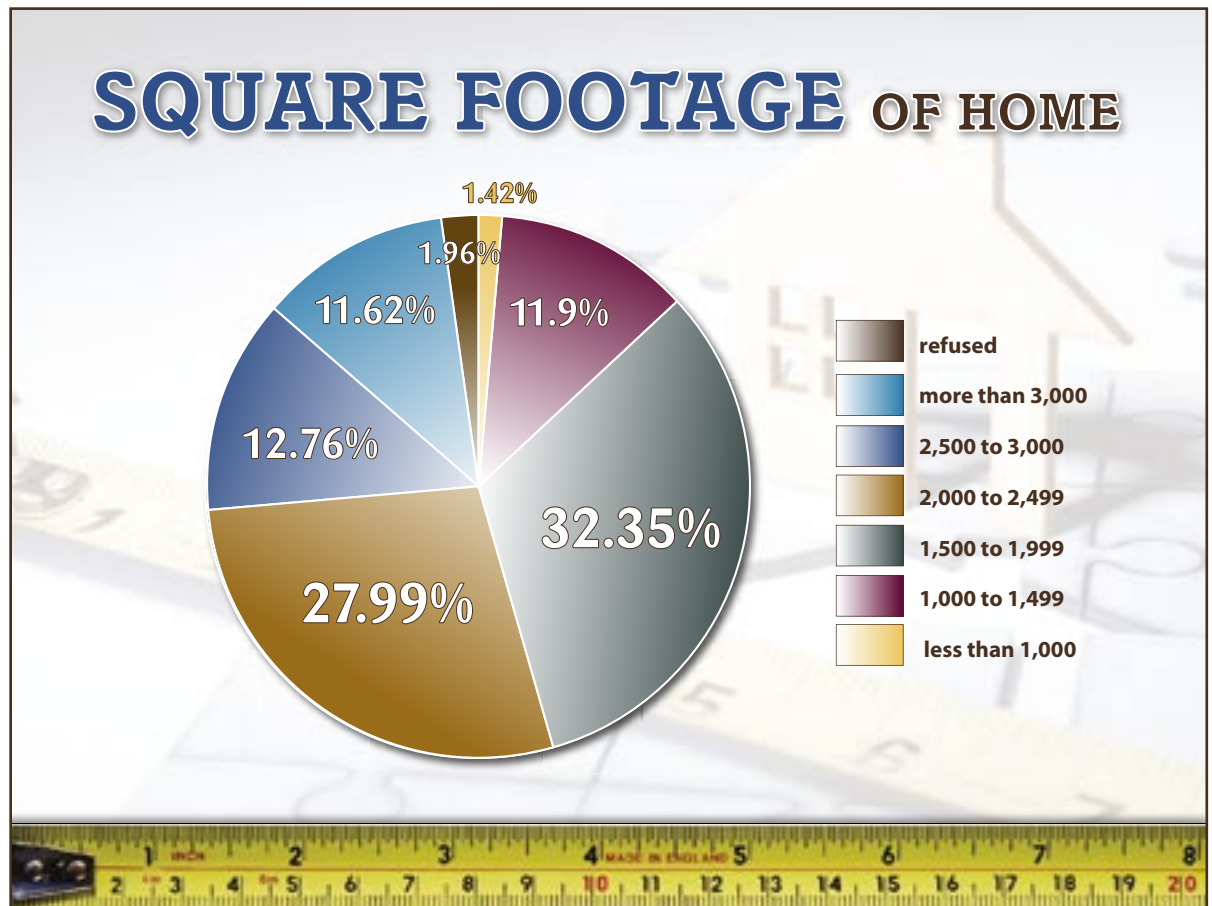
Less than \$10,000	\$10,000 to \$14,999	\$15,000 to \$24,999
1.42%	1.51%	2.63%
\$25,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$74,999
6.76%	14.36%	26.54%
\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999
19.66%	14.36%	3.80%
\$200,000 or more	Refused	
1.54%	7.43%	



Housing Characteristics

Square Footage of Home:

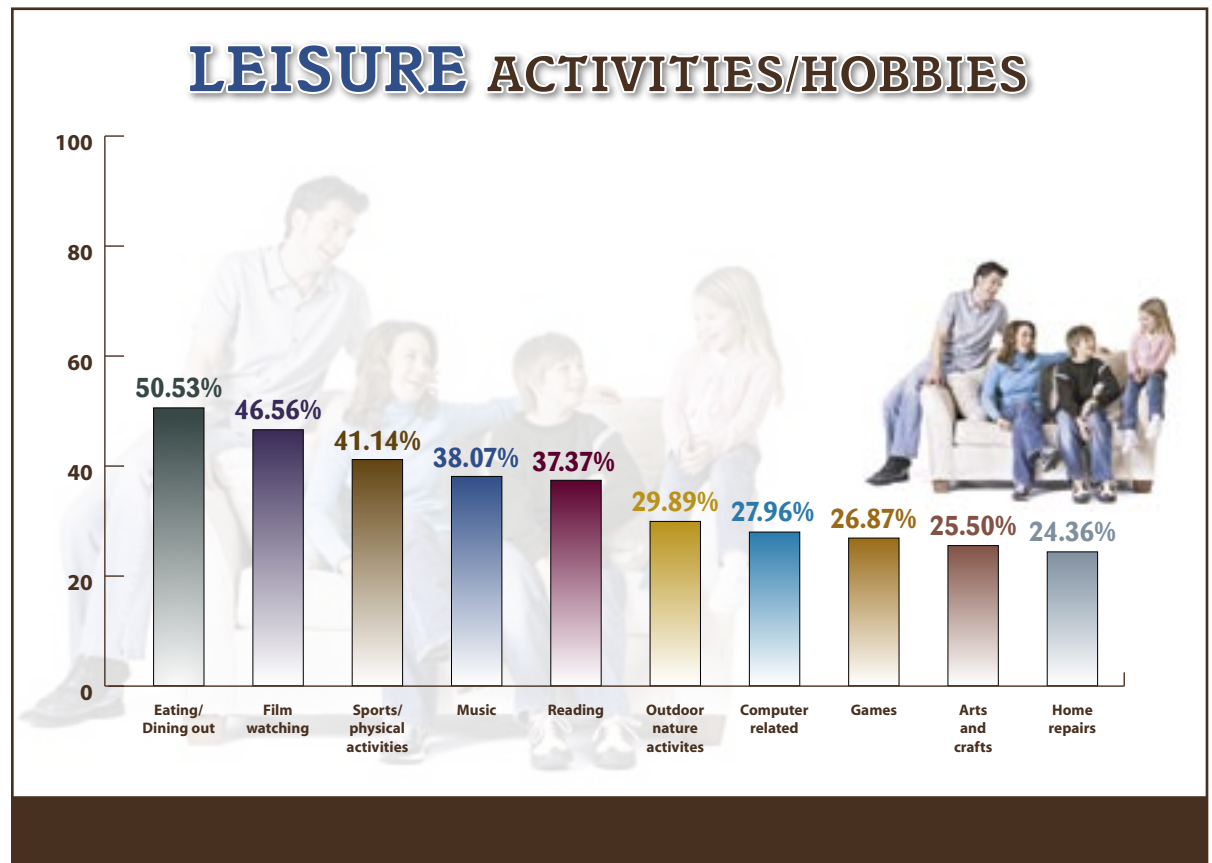
Less than 1,000 sqft	1,000 to 1,499 sqft	1,500 to 1,999 sqft
1.42%	11.90%	32.35%
2,000 to 2,499 sqft	2,500 to 3,000 sqft	
27.99%	12.76%	
More than 3,000 sqft	Refused	
11.62%	1.96%	



Lifestyle Characteristics

Top Preferred Leisure Activities/Hobbies:

Eating/Dining out:.....	50.53%
Filmwatching:	46.56%
Sports and other physical activities:	41.14%
Music:	38.07%
Reading:.....	37.37%
Outdoor nature activities:.....	29.89%
Computer related:	27.96%
Games:	26.87%
Arts and crafts:	25.50%
Home repairs:.....	24.36%



Top Preferred Restaurant Types:

Mexican:	70.28%
Italian:	62.65%
American:	58.04%
Chinese:	45.53%
Southwestern:	23.99%
Greek:	20.61%
Japanese:	20.14%
Fast food:	18.24%
Thai:	16.01%
Mediterranean:	11.93%

Top Preferred Radio Genre:

News, talk, sports:	32.04%
Country:	17.68%
Rock and alternative music:	13.46%
Contemporary hit radio:	9.55%
Adult contemporary:	5.42%

Technology**Preferred Mode of Communication:**

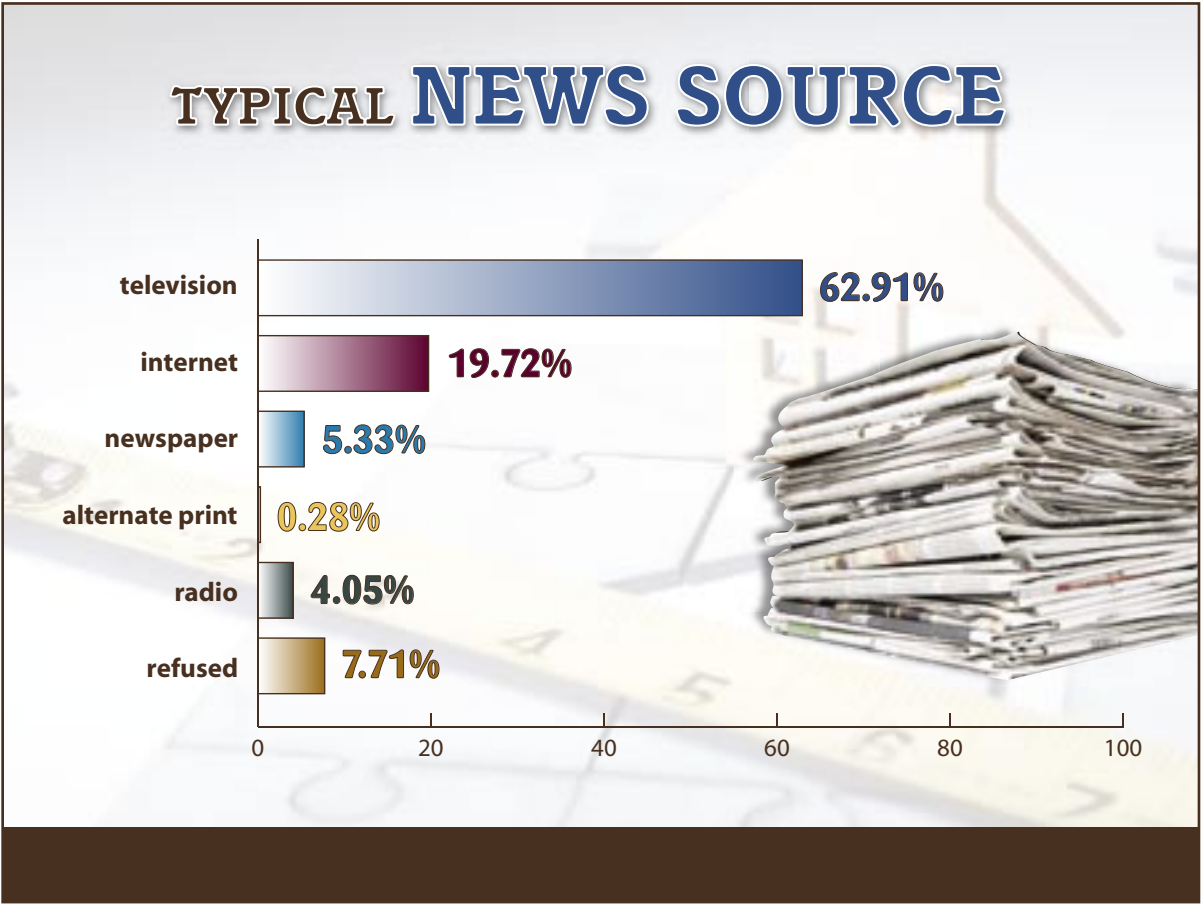
Telephone	Email	Instant messaging text messaging
47.60%	31.10%	1.80%
In-person	Letters by mail	Refused
7.20%	11.80%	0.60%

Number of Computers:

None	One	Two to three	Four or more	Refused
4.08%	40.47%	42.90%	7.91%	4.64%

Typical News Source:

Television	Internet	Newspaper
62.91%	19.72%	5.33%
Alternate Print	Radio	Refused
0.28%	4.05%	7.71%



Internet Access:

None	Dial-up	DSL	Cable	Wireless
5.64%	1.62%	36.34%	38.13%	10.28%
T-1	T-3	Satellite	Refused	
0.87%	0.22%	0.39%	6.51%	

Home Entertainment/Technology:

Television	VCR, DVD Player, and DVD Recorder	Digital camera/camcorder
91.65%	89.91%	67.26%
DVR	Satellite radio	Video game console
38.77%	32.68%	39.27%
MP3 Player	Home theater system	Surround sound stereo system
45.45%	26.73%	46.06%
Music/video editing	Refused	
17.04%	1.03%	



Public/Community Services

Top Issues in Satisfaction with Public Services:

Didn't Know/Refused to Answer:	34.18%
Recreation- Entertainment/Activities/ Parks/ Swimming:	12.80%
Library Development/More Employment/Better Wages:	10.95%
Library Development/ Recreation Combined:	7.70%
Schools- Quality of education improvement/more/better teachers	7.63%
City Services- More services/ Information/Maps/ Trash Pickup	5.65%
Growth/Development Planning/Preparation:	3.48%
Crime Control- General improvement/patrol more/ enforce laws:	2.05%

Satisfaction with Maricopa's Public Services (1 being least satisfied, 10 being most)

1	2	3	4	5	6	7	8	9	10
7.76%	7.12%	9.88%	8.84%	18.65%	10.56%	10.82%	9.62%	2.50%	2.47%

Top Issues in Satisfaction with Public Business Services:

Didn't Know/Refused to Answer:	34.60%
Road Improvements- Fix the roads/streets/safer roads:	27.84%
Shopping/Retail Development/More Stores/Businesses:	3.93%
Traffic Control- Traffic signals added/timed better:	3.87%
Street lighting improved/ More street lighting:	3.15%
Tax control:	2.86%
City Services- More services/ Information/Maps/ Trash Pickup	2.40%
Growth/Development Planning/Preparation:	2.27%

Satisfaction with Maricopa's Business Services (1 being least satisfied, 10 being most)

1	2	3	4	5	6	7	8	9	10
12.22%	8.74%	11.95%	11.11%	18.00%	8.77%	8.45%	6.08%	2.05%	0.97%

Top Issues Residents would like the City Government to Address:

Didn't Know/Refused to Answer:	28.36%
Road Improvements- Fix the roads/streets/safer roads:.....	11.44%
Shopping/Retail Development/More Stores/Businesses:	4.32%
Traffic Control- Traffic signals added/timed better:.....	8.15%
Crime Control- General improvement/patrol more/enforce laws:.....	5.49%
Schools- Quality of education improvement/more/better teachers:.....	4.32%
Transportation Development- Public transit expansion/improvement:	3.96%
Growth:	3.67%

Satisfaction with Maricopa as a place to live (1 being least satisfied, 10 being most)

1	2	3	4	5	6	7	8	9	10
3.21%	2.01%	4.11%	5.17%	12.01%	9.72%	14.38%	22.17%	11.48%	8.96%

Observations

General Characteristics

As shown in the preliminary results, the mix of both male and female respondents was fairly even. More than one-half of the population that completed the questionnaire fell within the age range of twenty-five to forty-four years old. This is important to keep in mind when considering elements of economic development and public services. It is vital to consider the lifestyle perspectives of a relatively younger populace and provide entertainment, employment and activities that will appeal to this group.

However, we cannot deny the importance of other age groups within the community. We still have a large number of respondents that fall into older and younger age categories who will have the desire to maintain an active lifestyle without having to travel outside of city limits for accommodations.

Although the questionnaire results show that the predominate race within Maricopa is White, there are also residents within several different race groups. Though these percentages may be smaller, it can have great implications on the types of programs provided by the city and bringing in employers who are sensitive to other races and cultures.

Nearly all of the households surveyed were married or family homes.

Social Characteristics

The majority of respondents had a minimum of a high school diploma or its equivalent with more than three-fourths having some college completed or a degree. This should be taken into consideration when making employment and economic development decisions.

The primary language was English, with over 95% of all respondents speaking the language in their homes. The next language was Spanish with less than a 2% response.

Economic Characteristics

Most respondents commute a distance falling between sixteen and fifty miles one-way. Residents are commuting to cities such as Phoenix, Scottsdale, Mesa, Casa Grande, Chandler, and Tempe. About 25% of respondents work either within city limits or do not commute at all.



A large percentage of residents who completed the questionnaire are not in the labor force. However, there were still notable percentages of service and sales occupations, management, professionals and related occupations, and educational, health and social services. The lowest occupation percentages fell under agriculture, farming, fishing and forestry and professional, scientific, and administrative services. Maricopa should support and possibly target jobs within these key industries, both the highest ranking and lowest.

Income levels were relatively high with more than 46% falling within a range of \$50,000 and \$100,000 per year. Percentages of 26.7% and 27.1% fell below \$50,000 and over \$100,000, respectively. Only 7.4% of respondents declined to share their income level. It is vital to provide jobs that can support these income levels if the city desires to keep more residents working within city limits.

Housing Characteristics

The majority (73.1%) of respondents live in homes that fall within 1,500 ft² and 3,000 ft². Only 13.3% fell into ranges below 1,500 ft² and 11.6% fell above 3,000 ft². We can make the assumption that the larger homes are more expensive, and perhaps are not as readily available.

Lifestyle Characteristics

The top five leisure activities of residents, in ranking order, were eating out, film watching, sports and other physical activities, music, and reading. It is important to keep, or start providing, city services that key into residents' interests and provide retail outlets that can provide employment opportunities that will appeal to these personal interests.

The top five preferred restaurant types, in ranking order, included Mexican, Italian, American, Chinese, and Southwestern. Recruiting restaurants that meet these needs is imperative. However, if there are current dining establishments that can satisfy these needs, it may be more crucial to focus on those that are not as readily available, particularly those restaurant types subsequent to the top five.

A considerable amount of residents (32%) prefer to listen to talk radio, which includes news, sports, and politics. With the same percentage of residents, rock and alternative music also ranked as one of the top radio genres preferred. Keeping these station types in mind is important in terms of advertising local events and keeping residents up-to-date on community news.

Technology

Telephone and email were the most preferred modes of communication with a combined percentage of 78.7%. This may prove helpful in community outreach. Making telephone and email lists available where residents can choose their mode of communication will allow for faster, more efficient community announcements. Only 11.8% of respondents preferred mail as a mode of communication, indicating that mass mailings to residents may not prove as effective, unless combined with various other outreach mediums.

Nearly all respondents own at least one computer within their home. This indicates that the population of Maricopa is relatively technologically savvy. Internet access is also relatively fast with the vast majority of respondents using DSL, cable, or wireless Internet within their homes. This makes the residents a viable target for streaming video and audio as a mode of sharing local news and events.

A majority of residents have multiple home entertainment components in addition to television sets. The top components include VCR, DVD Players and DVD recorders, DVR, surround sound systems, digital cameras, and satellite radio. From a retail perspective, Maricopa is poised well for an electronics retailer.

More than half of the respondents use television as their main news source. This indicates that public service announcements and community access would be a viable way to reach the community at little or no cost to the city. Internet is the second highest mode of news obtainment at 19.7%, which is another acceptable source of dispersing local news. However, it is important not to overlook the readership of traditional newspapers at 5.3%.

Public/Community Services

The top issues residents would like the City to address include road improvements (11.44%), shopping/retail development/more stores/businesses (10.01%), traffic control (8.15%), crime control (5.49%), and school improvements (4.32%). There is great importance in providing residents with the services and development that they are asking for. By addressing each subject, even to simply educate the community about services or development, it is assumed that you will increase their level of satisfaction with the city.

In fact, most residents are somewhat satisfied with Maricopa as a place to live. A respectable 66.44% of respondents identified that they were in some way satisfied with the city. Only 26.51% of respondents claimed to be dissatisfied to some degree. However, residents did have lower levels of satisfaction regarding public services and public business services. Percentages of 52.25% and 62.02% respectively are somewhat dissatisfied with these services.

All of the above observations can play an important part in the branding, economic development, and resident satisfaction level for Maricopa. By taking these observations into account, we hope to reach some recommendations and solution structures that can improve our City and maintain a community that we are proud to call home.

Outcomes

During the week of August 20th, five advisory sessions were held at Global Water Maricopa Center, the first LEED-certified utility facility (a nationally recognized high-performance “green” building) in Pinal County. These sessions were designed to gain further feedback and insight from diverse groups of Maricopa community members. Not only did these sessions delve into the questionnaire results, members were also asked to provide recommendations on methods for improving the City for the benefit of all residents.

In addition, session participants were asked to provide key buzzwords that they felt described Maricopa, not only at present time, but also what they would like to see in the future. Some of the buzzwords that community members used repeatedly throughout the sessions were:

- Innovative

- Sustainability (being a self-sustaining community, as well as environmentally sustainable)

- Community with a heart

- Causal paced lifestyle

- Family and community oriented

- Traditional, American, hardworking values

- Transportation hub

- Retaining history and old town values while growing and developing



Education

On each of the three open-ended questions from the questionnaire, around 30% of residents either didn't know or declined to answer what issues the City of Maricopa should be addressing. This high percentage could mean that residents are not being properly informed of the services that the City currently provides or intends on providing in the future.

This lack of information regarding local issues can be remedied. One form of education that would be helpful to residents would be information about current City services. Many respondents did not know that the City of Maricopa even had a library or park. Informing residents of what is currently being provided to them by the City would be a respectable first step in resident informational outreach. Providing maps or a list of other available services might assist in informing residents of the locations and types of services offered.

Closely related to informing residents of what the City is currently providing is information regarding the future of Maricopa. Many session participants wanted to know what the City's vision is for the future. Educating residents of the developments planned for Maricopa's future may create a better understanding.

Residents would also benefit from information regarding the issues that the City of Maricopa is unable to remedy independently. Comments regarding State Route 347 and the Maricopa School System were both top issues from the resident questionnaire. By providing information regarding the state of Arizona and the school board's responsibilities to the community, residents may better understand what is currently being done to address their concerns.

There are several actions that Maricopa is currently taking to remedy the issues stated above as well as additional issues that were raised in the advisory sessions. For example, the City Council and Transportation Department are working aggressively to develop current and long-term transportation solutions. Currently, the City is involved in no less than 10 different local, regional and statewide planning initiatives. One important study just completed is the Transit Feasibility Study.





The Transit Feasibility Study lays out the near-, mid-, and long-term transit developments currently planned. Near-term plans include the creation of a transit coordinator position, the implementation of a pilot bus service to evaluate ability to meet commuters needs and a partnership with the development community to ensure transit is integrated with City growth. Mid-term plans include dial-a-ride services and funding for services specific to the elderly and/or disabled residents. In the long-term, Maricopa will continue to build on previous successes through service expansion. The City has also been working closely with the State in the repairs of State Route 347.

Regarding the issue of the school system, the City of Maricopa municipal government is a separate entity from the Maricopa Unified School District, and therefore does not have jurisdiction. However, there is already great progress being made through the creation of the Maricopa Task Force on Education, which serves as a communications board between the City, the School District, and other stakeholders. The school district has also recruited Dr. John Flores, a seasoned professional from the East Chicago area working to take Maricopa to the next level of excellence in education. The City and the School District are exploring shared facilities options to the benefit of the entire community.

It is apparent that the City is working hard to remedy the issues raised. Yet, residents seem to not be informed of the efforts being made. There are several mediums that the City of Maricopa can utilize to relay information to their residents. The most typical news source chosen by residents was television (62.9%). Since this percentage is so high, a local television station created to inform the community of events and news would be widely viewed. The Public Affairs Office is currently working to enhance the City's public access channel in an effort to provide greater awareness for the community.

The second highest source of news was the Internet with 19.7% of responses. Utilizing the City web site and www.maricopamatters.com are both viable ways to disperse information. Creating e-newsletters may also be a possible way to reach the community. Over 31% of residents preferred email as their mode of communication.

The City of Maricopa currently has several different modes of communicating information to residents. For example, the Economic Development Department has already initiated a monthly e-newsletter to promote the City to prospective businesses and also to get information out to the general public. So far, open rates have been between 44 and 55%, with a mailing list of nearly 800 individuals. This is something that the City is considering implementing as a possible Citywide communication tool, in addition to many other initiatives. In addition, the City has also started to distribute “5 on Friday”, a method of distributing e-news. Every Friday at 5pm, five local news stories are released on the City homepage and via email. This has been a great success thus far it is anticipated that it will continue to grow.

Community Involvement

Representatives that participated in the advisory sessions all agreed on a strong sense of community felt within Maricopa. Not only did the participants enjoy the tight-knit community feel, they also enjoyed being involved in community events and groups. This high level of community involvement can be utilized to assist in change.

Resident involvement should be urged in the resolution of community issues. By continuing to support and grow groups that contribute to the Maricopa School System or Maricopa’s Parks, Recreation and Libraries, not only will residents continue to feel that strong sense of community but they will also be improving on the issues that they are currently raising.

The City could be creating this encouragement by providing access and resources to facilitate central meeting locations. A roster of community groups could also be provided to residents in tandem with the other educational and informational outreach outlined above. Currently, the City of Maricopa does encourage resident involvement in City issues.

The City of Maricopa presently has a downtown development plan in the works. This process is being assisted by the Destination Maricopa Task Force, which helps guide the City in the specifications for the recruitment of a Downtown Development Planning Consultant. The Downtown Development Planning Consultant will have several responsibilities, including recommendations for transportation planning, open space development, and the incorporation of municipal facilities. Once selected through the City procurement process, a large portion of the consultant’s planning efforts will include an aggressive public participation process.



GPEC: The Outsiders' Perspective

In addition to the community advisory sessions, one session was also held that consisted of members of the Greater Phoenix Economic Council (GPEC). This session was designed to gain an outside perspective of Maricopa and its current and future economic development.

The members of GPEC were greatly impressed with the high response rate and the level of care taken by each and every respondent. GPEC members used the following descriptors to convey their perspective of Maricopa: bedroom community, rural, limited access, agricultural land, low-cost housing, limited retail and lack of amenities.

The GPEC members also provided contributions for what Maricopa could gain to better position itself, most of which were touched upon in the community sessions, including a hospital, a hotel, an airport and higher education, among others.

Based on the questionnaire results and the outcomes of the sessions, the creative side of the branding process will commence. The anticipated unveiling of the new City brand is set for early 2008. For updates on the branding process, visit www.maricopamatters.com.

Maricopa Branding Schedule: September 21, 2007

Current Task	Creative process is underway
Mid-October	Early electronic City of Maricopa brand sketches (3-5) to branding committee comprised of 6-8 community members due from Pat Davis Design Group, Inc for feedback
Mid-November	Pat Davis Design Group, Inc will be in Maricopa to meet with committee and receive feedback on revised sketches and brief staff and Council on concepts
Early December	Refined 2-3 brand concepts will be posted for community input on www.maricopamatters.com for one week
Mid-January	Final City of Maricopa brand concept available to committee for review and comments with final feedback due by the third week in January
February 4th	Target date for final City of Maricopa brand to be presented to City Council





City of Maricopa

45145 W. Madison Ave.
P.O. Box 610
Maricopa, AZ 85239
(520) 568-9098



PAT DAVIS DESIGN GROUP, INC
creative solutions

442 Howe Avenue
Sacramento, CA 95825
(916) 920-9025
www.pddesign.com